3/13/84 C2710-1

General Foods to pour $225 million into its drink mixes -- See Page 2

Advertising Age

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Four A's tackles ad image with ads

THIS AD IS FULL OF LIES.
LIE #1: ADVERTISING MAKES YOU BUY THINGS YOU DON'T WANT.
Advertising is often accused of inducing people to buy things against their will.
But when was the last time you returned home from the local shopping mall with a bag full of things you had absolutely no use for? The truth is, nothing short of a pointed gun can get anybody to spend money on something he or she doesn't want.
No matter how effective an ad is, you and millions of other American consumers make your own decisions. If you don't believe it, ask someone who knows first hand about the limits of advertising. Like your local Edsel dealer.
LIE #2: ADVERTISING MAKES THINGS COST MORE. Since advertising costs money, it's natural to assume it costs you money. But the truth is that advertising often brings prices down.
Consider the electronic calculator, for example. In the late 1960s, advertising created a mass market for calculators. That meant more of them needed to be produced, which brought the price of producing each calculator down. Competition spurred by advertising brought the price down still further.
As a result, the same product that used to cost hundreds of dollars now costs as little as five dollars.
LIE #3: ADVERTISING HELPS BAD PRODUCTS SELL.
Some people worry that good advertising sometimes covers up for bad products.
But nothing can make you like a bad product. So, while advertising can help convince you to try something once, it can't make you buy it twice. If you don't like what you've bought, you won't buy it again. And if enough people feel the same way, the product dies on the shelf.
In other words, the only thing advertising can do for a bad product is help you find out it's a bad product. And you take it from there.
LIE #4: ADVERTISING IS A WASTE OF MONEY. Some people wonder why we don't just put all the money spent on advertising directly into our national economy.
The answer is, we already do.
Advertising helps products sell, which holds down prices, which helps sales even more. It creates jobs. It informs you about all the products available and helps you compare them. And it stimulates the competition that produces new and better products at reasonable prices.
If all that doesn't convince you that advertising is important to our economy, you might as well stop reading.
Because on top of everything else, advertising has paid for a large part of the magazine you're now holding.
And that's the truth.
ADVERTISING.
ANOTHER WORD FOR FREEDOM OF CHOICE.
American Association of Advertising Agencies

By NANCY MILLMAN

PALM SPRINGS, CAL.—Taking an aggressive and confrontational approach, the American Assn. of Advertising Agencies is launching an ad campaign for its members' product—advertising.

The newspaper and magazine campaign is the culmination of nine months of work on the part of the organization's committee on the image of advertising.

Former Four A's chairman John Bowen (1982-83) made improving the image of advertising the organization's No. 2 priority—behind activities in Washington—during his term. Outgoing chairman Paul Harper (1983-84) has continued the mission.

Black-and-white ads have been created by Fallon McElligott Rice, Minneapolis. Agency vp-creative director Tom McElligott is a member of the committee.

The strategy is to change consumer perceptions that "advertising makes people buy things they don't want, increases the cost of goods and helps sell inferior products," according to the Four A's.

In addition, said Foote, Cone & Belding's John O'Toole, chairman of the committee since last May, the campaign is designed to "provide some answers and some ammunition to those in the general public who are positively or neutrally disposed to advertising, but are constantly exposed to critical, sometimes hostile, opinions about it."

The ads use dominant bold headlines to grab attention. "No amount of advertising can make you buy a product you don't want," says one headline over illustrations of Billy beer, an Edsel and French's Doggie Donuts.

Another, shown at left and headlined "This ad is full of lies," proceeds to pick apart four frequently heard myths about advertising, including "Advertising makes things cost more."

It signs off with the words, "Advertising. Another word for freedom of choice."

Media organizations, including Time Inc., Hearst Publications, *U.S. News & World Report*, the *New York Times* and *New York Daily News*, have committed to run the campaign without charge.

More print ads, as well as radio, tv and poster executions, are being prepared, Mr. O'Toole said.

Mr. O'Toole's committee also includes Rena Bartos, senior vp, J. Walter Thompson Co.; Keith Reinhard, chairman, Needham, Harper & Steers/USA; Harold

(Continued on Page 62)

'Dirty dozen' pol ads may be cited

PALM SPRINGS, CAL.—Political advertising is in for tough scrutiny from the Four A's.

As part of its effort to improve the image of advertising, the industry organization is asking its 600 member agencies to watch for violations of the Four A's code of ethics in political campaign advertising during this election year.

The leadership of the group believes that political advertising is a factor that contributes to negative perceptions of advertising in general.

After the election, according to Charles F. Adams, exec vp and director of the Washington

(Continued on Page 62)

Photo by Mary Herlehy

Newly elected Four A's chairman John O'Toole stands between outgoing chairman Paul Harper (l.) and president Len Matthews *(see story, Page 62)*.

ABC works out formula for Olympics make-goods

By DIANE MERMIGAS

ABC-TV has begun approaching Winter Olympics advertisers with a proposal for make-goods that would be based on the difference between the estimated and the actual ratings delivered by each sponsor's schedule of buys during the events.

Such a formula would assure nearly all of ABC's 45 Winter Olympics advertisers some kind of compensation for ratings that declined across the board from the previous winter games.

A source at ABC said the formula would be applied uniformly to all advertisers.

However, ABC's uniform shortfall ratio for advertisers probably will be less than the 30% that overall Olympics ratings fell short of ABC's projections.

Some major advertisers said ABC's proposed formula for make-goods would translate into compensation of 10% to 15% of the total amount they spent on commercial airtime during the games. However, a source at ABC said the network's make-goods formula would have nothing to do with how much money advertisers spent.

It is believed that ABC would attempt to place much of the compensated time during its broadcast of the Summer Olympics, which begins July 28, although some of the time probably will be placed in other sports events, such as baseball, Olympic trials and possibly National Collegiate Athletic Assn. football games.

ABC has slightly more than $20 million in available time left to sell for the Summer Olympics, which is expected to generate $430 million in revenues. The Winter Olympics, which ran for fewer days and fewer tv hours, generated

(Continued on Page 67)

NEWSPAPER

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AA
DC2001ACONGLI FMJF M
CONGRESSIONAL INFO SERVICE
SP1 ACQUISITIONS
4520 EAST-WEST HWY #800
WASHINGTON DC 20014

last minute news

McCann lands $30 million more from Goodyear

AKRON—Goodyear Tire & Rubber Co. awarded its $30 million international account to McCann-Erickson, New York. McCann handles most of the overseas Goodyear business, and beat out J. Walter Thompson USA, which has the $40 million domestic account. McCann will replace the Troost branch of SSC&B and Campbell-Ewald units in the new assignment. C-E last November lost the domestic side to JWT (AA, Nov. 14).

Beiersdorf to take After Sun lotion national

NORWALK, CONN.—Beiersdorf Inc. will introduce Nivea After Sun lotion nationally next month, with an ad and promotion budget estimated at more than $3.5 million. National ads, including network tv and print, start in May; regional tv and print ads in Florida, Arizona and the West Coast kick off April 16. Agency is Posey, Parry & Quest, Greenwich, Conn.

Rorer denied motion for injunction against AHP

NEW YORK—A U.S. district court judge here denied William H. Rorer Inc.'s motion for a preliminary injunction against American Home Products' ad claims for its Riopan Plus antacid (AA, Nov. 14). Rorer, which markets Maalox, had argued that the lab tests supporting the AHP comparative claims were inadequate.

Renfield moves $5 million account to McCann

NEW YORK--Renfield Importers, in a move to consolidate its international advertising efforts, has awarded worldwide business for Asti Spu-

(Continued on Page 8)

Levi puts gold into 501 jeans

SAN FRANCISCO—The jeans worn by California gold miners 134 years ago soon will get a $36 million national promotional push from parent Levi Strauss & Co.

Consumer advertising, including tv, radio and print, will break in May for Levi's 501 jeans for men, women and children. The jeans, designed by company founder Levi Strauss, are the original shrink-to-fit, button-fly variety with the trademark metal button, a leatherlike patch and a red cloth tab on the back pocket.

Levi's 501 jeans have been growing in popularity in recent years, but "the vast majority of 501 jeans volume comes from a core of loyal users in the western U.S.," said Linda Aletto, the company's consumer marketing director.

The company, the world's largest branded clothing marketer, hopes to expand its consumer base in the West and introduce 501s to the rest of the country by spending what it claims is the largest amount of money in apparel history to promote a single product.

Levi Strauss, the official outfitter of the U.S. Olympic team, will mount a separate advertising effort tied to the Olympics during the summer games in Los Angeles. It is not clear whether ads for 501s will tie in, though spots will air during that 18-day period.

Foote, Cone & Belding, Levi's agency, still is exploring creative strategies, with definite plans to emerge in the next few weeks.#

General Foods sees growth in drink mixes

By NANCY GIGES

Few would have thought a couple of years ago that the mature powdered-beverage business would soon pace the sales growth of food giant General Foods.

But this year, a two-year revitalization program began to bear fruit, and powdered beverages—led by old-timer Kool-Aid and newcomer Crystal Light—will grow 19% over the previous year for the company's fiscal year that ends late this month, executives say.

The company is so pleased with its progress that it is pouring $225 million into advertising and promotion for the Kool-Aid, Crystal Light, Country Time and Tang drink-mix lines for its upcoming fiscal year be-

(Continued on Page 65)

Country Time responded to a test-market restaging effort, which will be taken national this spring.

Ketchum goes after Reagan ad account

By JOHN J. O'CONNOR and RICHARD L. GORDON

A top White House aide has confirmed that he plans to meet with Donald G. Sullivan, president of Ketchum Advertising, Pittsburgh, who is seeking to gain the $25 million-to-$30 million Reagan reelection campaign.

In a candid telephone interview Friday, Reagan aide Michael McManus said that he would also meet next week with two undisclosed New York shops that are considering making presentations.

"I didn't know the agency business eats its young," he said, in reflecting on the frustration he and others have experienced now that the selection process has been steeped in gossip and controversy.

He admitted that a 1982 *Oui* interview of Jerry Della Femina, whose agency has dropped out of the race, was a "negative," but not overriding, reason why a deal could not be reached (AA, March 5).

"It was a combination of things," he continued, among them the "financial package" and amount of time the Della Femina, Travisano & Partners chairman was willing to make available to the campaign.

Ketchum's Mr. Sullivan, who contacted ADVERTISING AGE for help

(Continued on Page 67)

Super-day ads get tough

By SUSAN SPILLMAN

The long-awaited "Super Tuesday" tomorrow should go a long way toward shaping the advertising strategies of the Democratic presidential candidates left in a thinned-out field.

But the ups and downs of the primary campaigns so far have already produced altered, more confrontational messages from candidates as they head into this day of six primaries and five caucuses:

- Sen. Gary Hart, on a high since his three successive victories in New England, is enjoying the fruits of winning. Campaign donations are flowing in, and new commercials are introducing the candidate to the crucial South, as well as taking some shots at Walter Mondale.
- Mr. Mondale, no longer the undisputed front-runner, is plowing forward with a commercial message taking direct aim at Mr. Hart. Though Mr. Mondale continues to run ads spinning a down-home, leadership image of himself, this latest commercial represents a twist in his campaign advertising.
- Sen. John Glenn, quickly running out of funds and time, is running commercials that are using the phrase his campaign has assiduously avoided so far: "The right stuff."
- The Rev. Jesse Jackson still has not bought any commercial time, even though the South, where three primaries take place Tuesday, is considered important to his fortunes. He continues his brand of personal campaigning and gathering media attention.
- George McGovern is placing his resources into the primary in Massachusetts, the only state he won as the Democratic candidate for President in 1972.

'84 Marketing the Candidates

Democrats look to build war chest via ads. See Page 67.

"Super Tuesday," as it has been dubbed, comprises three primaries in the South—in Alabama, Georgia and Florida—as well as others in Massachusetts and Rhode Island and among Americans abroad. At the same time, five caucuses are taking place in Hawaii, Nevada, Oklahoma, Washington and

(Continued on Page 67)

highlights

Monday, March 12, 1984

Quaker State Oil will begin a network tv and print ad campaign in May for its new plastic-bottle container. *See Page 6.*

Leaf Confectionery plans to test a two-item line of aspartame-sweetened gumballs targeted to adults. *See Page 10.*

Avon Products is trying to infuse a new aggressiveness into the pitch of their sales representatives. See Page 12.

Kenyon & Eckhardt, following its acquisition by Lorimar Productions, is going through a series of personnel changes as it positions itself for growth under its new parent. *See Page 24.*

The U.S. Postal Service's shift in procedure, giving all publications using second-class mail equal handling, has created tension between publishers and postal management. *See Page 29.*

K mart is renovating its stores throughout the U.S. as it pursues its new "upscale" image of brand names and higher-quality merchandise. *See Page 52.*

CORPORATE CLOSEUP

Hiram Walker Inc.'s tradition may be old-fashioned, but the company also is attuned to current marketing techniques and is promising new products, line extensions and—when necessary—repositionings through the 1980s. *See Page 4.*

INTERNATIONAL

"Good Morning, Europa," the first pan-European morning tv program, will be broadcast to a potential audience of 300 million viewers of state-run tv networks by June. *See Page 36.*

Foote, Cone & Belding's pending majority purchase of the Siboney agency network in Latin America appears to be the solution to one of the agency's biggest international problems: Its spotty network south of the border. *See Page 36.*

Hanna-Barbera Australia is involved in a bitter dispute with the Australian Olympic Federation over the rights to symbols used in marketing promotions for the upcoming '84 Summer Olympics to be held in Los Angeles. *See Page 38.*

VIDEOTECH

Cabletelevision Advertising Bureau has made its first unified pitch for a share of the millions of political ad dollars that will be spent on this year's elections. *See Page 41.*

Group W Productions has nailed down several major sponsorships that should enable it to tally $40 million in 1984-85 barter syndication sales. *See Page 44.*

MAGAZINE

Political consultants have been recognized as a force behind the front-runners since the late 1960s, and their influence continues to be felt throughout the current election campaign. *See Page M-4.*

International Television: The new cable and satellite technologies cross national borders to deliver tv programing and advertising with international appeal. *See Page M-9.*

Creative thinking is business' best ally, says marketing professor Theodore Levitt in an excerpt from his book, "The Marketing Imagination." *See Page M-21.*

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Mark gets top spot at Colgate

NEW YORK—Reuben Mark, 45, president, Colgate-Palmolive, will succeed Keith Crane as chief executive officer at the conclusion of the annual meeting May 3.

Mr. Crane, 63, who has been the company's chief executive for the past five years, will remain chairman. Mr. Mark continues as president.

Also at that time, William S. Shanahan and J. Dale Sherratt, exec vps, will be named to the new posts of senior exec vps-chiefs of operations. Mr. Shanahan will be responsible for worldwide Colgate and related businesses, while Mr. Sherratt will head Kendall and related hospital, industrial and fiber businesses.

Mr. Mark joined Colgate in 1963 and served in various product management posts. He became marketing manager for the Western Hemisphere in 1967 and director of marketing-European division in 1969.

He has headed subsidiaries in Canada and Venezuela and also served in the Far East.

He became vp-general manager, household products division, in 1975 and group vp-U.S. operations in 1979. He was elected exec vp in 1981 and president-chief operating officer a year ago.#

Soft-drink marketing: It's all showmanship

By NANCY GIGES

NEW YORK—It was a day of one-upmanship as the three leading soft-drink companies—Coca-Cola Co., Pepsi-Cola Co. and Seven-Up Co.—invited the media to separate press conferences March 7.

In the morning, Seven-Up disputed Coca-Cola's claim, to be made later in the day, that Diet Coke had become the third-largest brand.

Later, in the lobby of Radio City Music Hall, Coca-Cola USA president Brian G. Dyson did make that claim, noting that 7UP was the No. 3 brand in 1983 for the full year, but that Diet Coke was now selling at a much greater rate than 7UP.

Mr. Dyson then outlined a new wide-ranging advertising and promotion program the company has planned to support the rapidly growing brand.

Pepsi-Cola's news was to confirm that it had signed pop singer Lionel Richie to a two-year contract estimated at more than $5 million (AA, Feb. 20). For those dollars, the singer will appear in Pepsi commercials beginning in 1985 and he will compose and perform a Pepsi theme song. Also, Pepsi will be the sole sponsor of his concert tours through next year.

These news conferences came 10 days after the celebrated debut of a new BBDO-created Pepsi ad campaign, starring rock superstar Michael Jackson.

Not to be outdone, Coca-Cola has its own star-studded commercials in new executions for Diet Coke. Called "Premiere II," the spots, like earlier versions, feature cameo appearances by well-known figures from the business, sports and entertainment worlds. The new list includes entertainers Paul Anka, Shari Belafonte, Bill Cosby, Robert Klein, Jayne Kennedy and Lorenzo Lamas; sports stars Julius Erving and Marcus Allen; Ted Turner from business; Miss America Vanessa Williams, and the Cabbage Patch Kids in a class of their own.

SSC&B, using the same music, has added new versions to the key line, "Just for the taste of it," to fit the celebrity's personality, such as "just for the thrill of it" and "just for the fun of it."

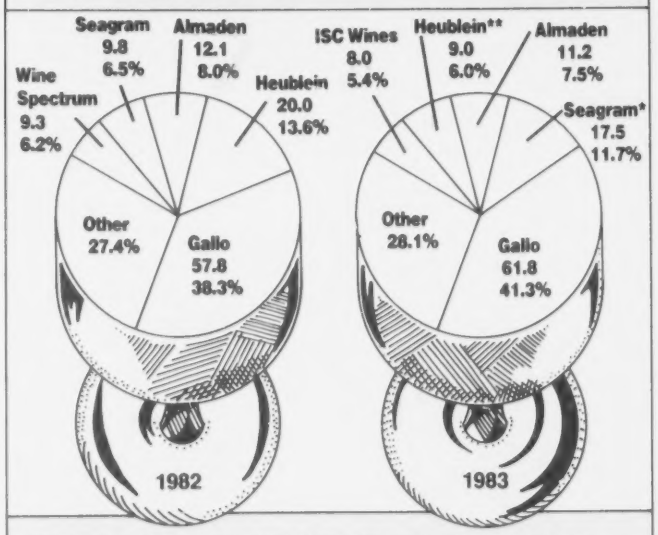
When the spot made its debut last week on "The CBS Evening News," it was preceded by another 30-second spot featuring Mr. Dyson saluting the bottlers, wholesalers and retailers who enabled Diet Coke to achieve the No. 3 position. He also mentioned that the company wanted to thank consumers by giving everyone in America a free Diet Coke.

The offer, available last weekend, was made through massive couponing in 1,300 newspapers. A coupon enabled consumers to get a bottle or can of Diet Coke free or was worth 60¢ off on a six-pack in a supermarket, or consumers could obtain a refund for a fountain Diet Coke with proof of purchase. The

(Continued on Page 61)

Top California wine marketers

The data pertain to California wines only. Figures represent number (in millions) of 9-liter wine cases shipped and percentage market share each company claims. *Source: Preliminary estimates from* Impact *wine and spirits newsletter* Chart by Amy Palmer



*Seagram sold Fromm & Sichel (Christian Bros) and acquired Wine Spectrum brands.

**Heublein sold some California wineries and brands to ISC Wines (Allied Grape Growers).

Flat sales force winery changes

By RUTH STROUD

The five largest California wine makers, faced with a new pecking order brought on by changes in winery and brand ownership, are jockeying to settle into their own marketing positions.

Four of the top five wine companies are breaking the post-holiday lull with new advertising efforts, product introductions and hints of new marketing directions.

This activity follows a year that saw one winery—Wine Spectrum, including Taylor California Cellars—change hands, as another, ISC Wines of California, came into being when its owners purchased brands from Heublein Wines.

The one constant has been the dominance of E.&J. Gallo Winery, which continues to be the largest of the California wine companies by far.

The concentrated marketing efforts are coming at a time when growth in the California wine industry, which accounts for 68% of all wine sold in the U.S., has been flat.

Case shipments in 1983, according to figures from *Impact*, the wine and spirits newsletter, increased by 1.4% to 149 million in 1983 from the year before. This increase comes on top of a 0.7% gain from 1981 to 1982; the previous year-to-year increase was 4.6%.

The recent shifting of brands and wineries has resulted in the following ranking of the top companies: E.&J. Gallo, Jos. E. Seagram

(Continued on Page 66)

world news roundup

ATHENS—The Greek government has banned the European Economic Community commission's $6 million tv campaign for its June parliamentary elections, saying Greeks don't need to be told to vote. West Germany also has banned the campaign *(see related story, Page 36)*.

HAMBURG—Peter Scholl-Latour has left his post as editor-in-chief of Gruner & Jahr's *Stern* to become the magazine's publisher and an executive for G&J's German tv operations. He became *Stern's* top editor after publication of the fraudulent "Hitler diaries" (AA, Feb. 27). He will be replaced by Rolf Winter, editor-in-chief of G&J's *Geo*.

LOERRACH—Suchard, a Jacobs Coffee subsidiary in West Germany, has moved its $6.5 million creative account for Milka chocolate bars back to Young & Rubicam, Frankfurt, from TBWA. Electronic media stays with J. Walter Thompson Co. and print with Compton Germany.

JOHANNESBURG—Sun International, which operates all the casino resorts in South Africa, has consolidated its $2.5 million account with Grey Phillips, Bunton, Mundell & Blake.

TOKYO—Gannett Co. chairman and president Allen Neuharth will visit Japan, Hong Kong and Singapore next week as part of a study on whether to publish *USA Today* in the Far East (AA, Jan. 22).

BUENOS AIRES—Mitsubishi will bring its light-truck line into Argentina by midyear through local licensee Fiat Vehiculos Industriales. Asahi Tsushin is the agency. No budget released.

TORONTO—American Motors Corp. will move its estimated $5 million English-language account in Canada from F.H. Hayhurst Advertising to Grey Advertising, which already handles AMC's U.S. account.

(Continued on Page 36)

Australian looking at U.S. News

By DENNIS CHASE

PALM SPRINGS, CAL.—Australian Consolidated Press, one of the biggest media companies in Australia, is considering bidding for U.S. News and World Report Inc.

But "it may be too expensive for us," said Trevor John Kennedy, editor-in-chief of ACP, Sydney.

Mr. Kennedy is in New York this week to meet with Morgan Stanley & Co., the New York investment banker that was asked by U.S. News to shop around for buyers (AA, Feb. 20).

U.S. News has acknowledged that one potential buyer—which it would not identify—has been in pursuit since December. The company has an appraised value of $39 million, but the unidentified suitor's offer is said to have been considerably higher than that.

Outside of Australian media

(Continued on Page 63)

The headline for this ad translates to "Chevrolet Corvette. Its advanced five-link control arm suspension is just one indication of its sophistication." Though written here in Arabic, it's suitable to appear in Spanish, Dutch, German or French versions as well. McCann-Erickson, Troy, Mich., developed the ad for General Motors Overseas Distribution Corp.

GM mapping future on truly global scale

By RALPH GRAY and JESSE SNYDER

DETROIT—General Motors is fast becoming Global Motors. It's starting to market Japanese Chevrolets in Puerto Rico, and it is due to bring German-Korean cars to the U.S.

That's in addition to jointly producing a car in the U.S. with Toyota that can be sold here and overseas. GM also is eyeing Mexico for production of low-volume U.S.-designed vehicles to be sold in the U.S.

Its newly organized domestic car divisions now are free to buy overseas from GM subsidiaries or others. GM has high hopes for its new line of front-wheel-drive luxury cars in overseas markets.

The marketing vehicle for much of this is the new GM Overseas Distribution Corp. and its agency, McCann-Erickson, Troy, Mich. GMODC was formed from GM's old North American Vehicles Overseas operation, which was limited to selling U.S. or Canadian-built vehicles overseas.

Sales of North American vehicles have been flagging, mostly because of the strong dollar, which makes U.S. exports expensive.

As more non-North American vehicles get pumped into the overseas pipelines, the decline—to 68,200 cars in 1983 from 91,000 in 1982—should halt, said William G. Zeising, McCann-Erickson senior vp-management rep on the GMODC account.

Beyond 1985, he expects cars built in foreign countries to eventually outnumber North American vehicles in the GMODC lineup.

GM's goal is to start selling a "full spectrum"—in size and price—of vehicles through its overseas network. The plan calls for the sales effort to begin in the Middle East, where volume is the highest.

"We've got these overseas sources, and we're not taking full advantage of them,"

(Continued on Page 64)

research beat / BY JACK HONOMICHL

Election year puts pollsters in spotlight

March 13 has been dubbed Super Tuesday by political mavens because there are 11 primaries or caucuses.

These heavily publicized events, following the caucuses in Iowa and Maine and primary in New Hampshire, focus attention on those survey researchers—*i.e.*, political pollsters—who work for those hundreds of candidates and incumbents contending for the 33 U.S. Senate seats, 435 U.S. House seats and 13 gubernatorial seats that are up for grabs in November. That's not to mention the numerous presidential aspirants.

Like crocuses in the spring, this bevy of political researchers pops up every two years. Through newspaper and magazine articles and tv and radio interviews, the public gets a glimpse of people such as Peter D. Hart, Arthur J. Finkelstein, William R. Hamilton, V. Lance Tarrance, Dorothy J. Lynch, Robert M. Teeter, Michael Rowan and Richard B. Wirthlin.

Mr. Wirthlin has become a media personality because of his role as President Reagan's research guru and personal friend.

The following is a who's who of political pollsters, people you'll hear a lot from during the next eight months.

Democratic candidates

The researcher working for former Vice-President Walter F. Mondale, seeking the Democratic presidential nomination, is Peter D. Hart, 42, president of Peter D. Hart Research Associates, Washington, the largest research company specializing in Democratic party candidates.

Mr. Hart started his research career working for Louis Harris and Oliver Quayle, both Democratic pollsters. Since starting his own company in 1971, he has been involved in campaign efforts for, among others, Morris Udall, Edward Kennedy, Ernest (Fritz) Hollings and the late Hubert H. Humphrey.

In the 1984 campaign, the Hart organization is involved with the following senatorial candidates: Howell T. Heflin in Alabama; Thomas Harkin in Iowa; Max Baucus in Montana; Norman E. D'Amours in New Hampshire; James B. Hunt in North Carolina; John D. Rockefeller IV in West Virginia, and Lloyd Doggett, one of many contending for the Senate seat being given up by Republican John Tower in Texas.

Sen. Gary Hart, the prominent Democratic hopeful from Colorado, is getting research counsel from Dorothy J. Lynch, 36, a relative newcomer to the field—and the first woman pollster to be so involved in a presidential race. (Among other things, she is considered an expert on the so-called gender gap.)

Ms. Lynch started her research career at NBC and later worked for Patrick H. Caddell, who is best known as the research counsel to former President Jimmy Carter. She set up her own shop, Lynch Research, in the George-

The making of presidential image-makers, 1984. How important are they? See Page M-4.

town section of Washington a little more than one year ago.

Former astronaut John H. Glenn Jr. has his research ties with William R. Hamilton, 44, president of Hamilton & Staff, Chevy Chase, Md., a company prominent in polling and consulting to Democratic candidates since it was founded in 1963. Through the years, Mr. Hamilton has been involved with such notables as Thomas P. (Tip) O'Neill, Edmund Muskie, Claude Pepper, Adlai E. Stevenson III and Birch E. Bayh Jr.

In the current go-round, the Hamilton company is associated with the following senatorial aspirants, among others: Walter Huddleston in Kentucky; Bennett Johnson Jr. in Louisiana, J.J. Exon in Nebraska and Joan Growe in Minnesota.

Sen. Alan M. Cranston, the California senator who dropped out of the race after the New Hamphshire primary, got his research counsel from Michael Rowan, 42, who heads the Rowan Group, New York, which was founded in 1970. Mr. Rowan got his political start in Alaska working on the campaign of former Sen. Maurice (Mike) Gravel. Currently, about half of Mr. Rowan's work is in political campaigns outside the U.S., most notably in Venezuela and Puerto Rico.

As far as I can determine, the other Democratic hopefuls—Jesse L. Jackson and George McGovern—do not have research backup.

Another research company active in Democratic politics is Penn & Schoen Associates, which has offices in New York and Washington. Founded in 1975 by two young students at Harvard University—Mark J. Penn and Douglas E. Schoen—this company has been associated with former Gov. Hugh Carey in New York and Brendan Byrne, former governor of New Jersey, as well as with the colorful mayor of New York, Edward I. Koch.

In 1984, Mr. Schoen says, his company will be involved in 15 congressional races and the Missouri gubernatorial campaign of Norman Merrell.

The Republican side

There are four research companies "recommended" by the Republican National Commi —Arthur J. Finkelstein & A ciates in Irvington, N.Y.; Lance Tarrance & Associate Houston; Market Opinion search in Detroit, and D sion/Making/Information Santa Ana, Cal., and Washing They pretty much have a lock high-level Republican work.

The president of Market O ion Research, Robert M. Tee 45, got his start in politics in mid-1960s working for Geo W. Romney, the onetime pr dent of American Motors C who became governor of Mi gan. In the interim, Mr. Tee has been associated with num ous Republican biggies, includ former presidents Richard Nixon and Gerald R. Ford, the current Vice-Preside George Bush.

In 1984, MOR is working several incumbent Republic senators, including Charles Percy in Illinois, Nancy Land Kasselbaum in Kansas, Willi Armstrong in Colorado, Willi S. Cohen in Maine, Strom Th mond in South Carolina a Thad Cochran in Mississippi— well as for newcomers Ja Lousma, the former astronaut

(Continued on Page 34)

Research people

Mediamark taps Selso

CHICAGO—Armella Selsor has joined Mediamark Research, New York, as manager of a new MRI office here.

He had been vp-media director of the Chicago office of Bozell & Jacobs since 1981.

Other people moving:

Peter Mackoff, to vp at Research Princeton, N.J., from vp-marke research and planning, Warner sure division of Warner Commur tions, New York.

John M. Dennerlein to consultant, s cial projects, SPAR, Elmsford, N.Y new post. Previously, he was an in pendent consultant in forecasting marketing information systems.

Hazel Kahan to vp-research and m ket planning, Satellite Televis Corp., Washington, from vp-resear Warner Amex Cable Communi tions, New York.

PROMOTIONS:

Burke Marketing Services, Cincinn has named six new vps: **Michael Baumgardner** in the consulting vices division; **David F. Bieber**, **chael Hess** and **Lindsley J. Sc** in the BASES division, and **Jan I Brown** and **Alan Halkuff** in Test Marketing Group.

Gail F. Ritacco to vp, Guideline search Corp., New York, from pr group manager.

Steven J. Campana to vp-group h and **Stephen Gerzovich** to vp-di tor of field operations at Direction Decisions, New York.

Karl E. Rosenberg to corporate vp, search Systems Corp., Evansvi Ind., from director of operations.

Michael Feltz to group research m ager, Roadrunners Sales Group, Pe Television, New York.

Laura Vogel to senior project analy marketing research, Lorillard, York.#

Network radio ratings

These figures are the number of adult listeners, 25 to 54, who were tuned to the network in an average quarter hour at any time during a seven-day period between 6 a.m. and midnight. These numbers were measured during spring to fall 1983 (RADAR 28) and fall to spring 1982/1983 (RADAR 27).
Source: RADAR — Radio All-Dimension Audience Research, prepared by Statistical Research Inc., Westfield, N.J.

Rank R-28	Rank R-27	Network	RADAR 28 (1983)	RADAR 27 (1982/83)	Per cent change
1	1	ABC-Entertainment	961,000	919,000	+ 4.6
2	2	ABC-Information	898,000	888,000	+ 1.1
3	3	NBC	786,000	883,000	−11.0
4	5	RKO-I	693,000	715,000	− 3.1
5	6	CBS	635,000	625,000	+ 1.6
6	4	ABC-Contemporary	624,000	720,000	−13.3
7	10	RKO-II	593,000	480,000	+23.5
8	7	MBS	518,000	562,000	− 7.8
9	9	The Source (NBC)	474,000	508,000	− 6.7
10	15	RADIORADIO (CBS)	419,000	294,000	+42.5
11	12	ABC-Direction	405,000	343,000	+18.1
12	8	ABC-FM	385,000	524,000	−26.5
13	13	ABC-Rock	343,000	341,000	+ 0.6
14	11	National Black Network	308,000	379,000	−18.7
15	14	Sheridan Broadcasting	292,000	308,000	− 5.2

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videotech update / BY MAURINE CHRISTOPHER

No Nonsense profiles history's leading ladies

Whose poetry made a strong president weep?

Who was the first woman to run for president?

Who was the mother of the environmental protection movement?

Who was hanged without a trial for her purported role in the assassination of Abraham Lincoln?

What reporter covered every president from Coolidge to LBJ and gave John F. Kennedy some of his happiest times on tv?

Who was the first American woman to own and publish a newspaper?

If you're a woman who needs stimulus and cheer in this long, cold winter and superstation WTBS in Atlanta is within reach of your tv set, try to catch the 90-second historical vignettes about famous femmes, past and present. Placed by Grey Advertising, "A Glimpse of History. . .In The Company of Women" can be seen three times weekly during the movie breaks.

The answer to the first question is Julia Ward Howe, a prolific poet who wrote the lyrics to "The Battle Hymn of the Republic." Her moving words brought tears to the eyes of President Lincoln. She's the leadoff woman in this fascinating new cable tv series from No Nonsense Fashions.

Each vignette opens with a well-known present day man or woman giving a clue as to who is being profiled. Then comes a 30-second commercial for one of three No Nonsense pantyhose brands, followed by sequences about the mystery woman and her accomplishments.

These capsule profiles are fun. More significantly, they should provide inspiration for women who are looking for powerful enough role models to spur them on, whatever happens.

Victoria Woodhull, an early feminist, was the first woman to run for president, in 1872, if the researchers for World Communications, which created and produced this charming series, are to be believed. This attractive eccentric, who at one point managed to live with her ex and current husband simultaneously, also split the women's movement.

The next three questions are easier; you probably already have the answers.

Rachel Carson in her best seller "Silent Spring" put civilization on notice that the world, as we know it, was in danger of extinction if industrial and chemical pollution was not halted.

Mary Surratt, a Washington landlady, went to the gallows, without a trial, for her alleged role in the murder of Lincoln, one of America's greatest Presidents.

May Craig, a New England newspaper woman and a panelist on "Meet the Press," gave another charismatic head of state, JFK, some of his most relaxing moments with her probing, unorthodox questions at White House press conferences. "I'd rather be remembered as grim than giggly," she said, when criticized for her bird-dog, relentless approach to the high and mighty.

Amelia Jenks Bloomer is singled out as the newspaper publisher-owner who has been remembered most for promoting bloomers as a fashion. However, she also fought for women's rights and, according to this too-brief glimpse, she clashed with Tennessee authorities over women as property holders. The all-male legislature declared that women couldn't own property because they had no souls, according to World Commuications' research.

Women chosen for this 52-week series come in all sizes, shapes and colors. One thing they have in common: They are distinctive, memorable types and often persons of accomplishment and influence.

Eleanor (Mrs. Franklin D.) Roosevelt reminds us that "No one else can make you feel inferior without your consent." A quote from the brilliant British suffrage leader Emmeline Pankhurst sounds eerily appropriate for today: "Let the women stand shoulder to shoulder with the men to win the common victory which we all desire."

Dixon Johnston, president of No Nonsense Fashions, Greensboro, N.C., said the women selected achieved notability because of their "no nonsense" approach to life. One might say that's ideal sponsor-program compatability. The commercial inserts focus on active, pretty legs going about work and play.

Jay Kholos, president of World Communications, looked for interesting, dynamic women who made an impact but who were not necessarily perfect. Few contemporaries are profiled. Exceptions include Wilma Rudolph, a 1960s Olympics star, and Muriel Siebert, the first woman to sit on the New York Stock Exchange. "We were looking for people who had been famous long enough to be viewed with historical perspective," Mr. Kholos said. "We didn't consider women who have been famous for about five minutes."

Highly positive fan mail has been coming in at an encouraging rate, reports Roger Beahm, No Nonsense director of marketing. The main adverse criticism, and I concur, is that the capsules are frustratingly brief.

How about pulling out some of the more substantial figures for longer treatment in a series of half-hour specials?

I suggested this, as did many fans who wrote to the sponsor.

Now, we'll have to wait to see whether the idea catches fire. It just might if enough women (and men) endorse the suggestion and particularly if this campaign seems to be having a favorable impact at the cash register.

Cable 'adolescent,' exec says

NEW YORK—There was bad news for the cable tv industry at the Assn. of National Advertisers media-day gathering here recently, and good news on the tv syndication front.

Asked whether the cable medium was dead or alive, Dawn Sibley, senior vp, MCA Advertising, stated it was "definitely alive" but that "at this time most advertiser-supported cable networks have barely reached an adolescent stage."

She added that most of these networks "have not yet begun to achieve the strength they need to compete for viewers in order to become strong selling mediums.

"As someone responsible for investing dollars," she continued, "I am extremely concerned with the selling strength of the media I invest in. The reality of this business is that, as much as they might like to, most advertisers really don't have funds to experiment with or the dollars to invest in learning about the future media world."

As for cable's eroding of broadcast network shares, Ms. Sibley said, "Achieving a share of viewing has never been an objective in network buying. In this business, share has traditionally been used to measure a program's success." The basic goal in using network tv is generally mass reach or coverage of the target audience.

So even though network share erosion is a reality, thus far there has been no evidence that the networks are suffering a loss in reach potential, she said.

With most lost network tv shares going to pay tv services without commercials, she maintained, all advertisers are losing the same share of voice.

However, Ms. Sibley said cable "has the potential of achieving significant viewing levels" and that the ratings of several cable networks demonstrate that viewers "know how to find them when they want it."

■ Dick Robertson, senior vp-sales and marketing, Telepictures Corp., called syndication "the not-so-silent fourth network" at the workshop, and stated that while syndicators are "not attempting to kill Goliath [the networks]," they are "giving him some pretty severe headaches."

Since tv syndication won't "materially diminish network's ability to compete," he positioned it as an "additive" to network buys.

The availability of not only "pure" barter shows but also "cash plus barter" series, he said, has given advertisers "an additional place to go with network money, a place that delivers a solid alternative to a network-only national tv buy."

Top-rated movies on tv

Theatricals are bombing at the network tv box office this 1983-84 season (AA, March 5). Here is a list of all movies that have aired on the three commercial tv networks Sept. 26, 1983, through Monday, Feb. 27, 1984. The chart includes the title of the film, rating and share, whether it's a made-for-tv movie (M-f-tv) or theatrical (Thea.) and the network that aired it. Only four theatricals made the list. *Source: A.C. Nielsen Co.*

Movie	Rating/share	Movie type	Network
The Day After	46.0/62	M-f-tv	ABC
Lace-part 2	31.7/46	M-f-tv	ABC
Something About Amelia	31.6/46	M-f-tv	ABC
The Gambler II-part 2	29.6/45	M-f-tv	CBS
The Gambler II-part 1	29.4/42	M-f-tv	CBS
Lace-part 1	28.2/39	M-f-tv	ABC
Master of the Game-part 3	28.2/42	M-f-tv	CBS
Master of the Game-part 2	27.7/40	M-f-tv	CBS
Stir Crazy	26.7/41	Thea.	ABC
On Golden Pond	25.2/37	Thea.	NBC
My Mother's Secret Life	25.1/36	M-f-tv	ABC
Chiefs-part 1	25.1/36	M-f-tv	CBS
Star Wars	25.1/35	Thea.	CBS
Celebrity-part 3	24.9/37	M-f-tv	NBC
Kennedy-part 3	24.3/37	M-f-tv	NBC
Master of the Game-part 1	24.2/35	M-f-tv	CBS
Stripes	24.0/36	Thea.	ABC
Chiefs-part 3	23.7/36	M-f-tv	CBS
Policewoman Centerfold	23.6/35	M-f-tv	CBS
Chiefs-part 2	23.0/36	M-f-tv	CBS

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Wineries

(Continued from Page 3)

& Sons (Taylor California and Paul Masson), National Distillers & Chemical Corp. (Almaden), R.J. Reynolds Industries (Heublein Wine's Inglenook) and ISC Wines (Colony).

As part of this effort to create different and competitive corners in the market, Almaden Vineyards is introducing Golden Chablis, a fruitier and more upscale alternative to its Mountain Wine Chablis (AA, March 5).

Almaden, which had about a 6% drop in shipments in 1983 from 1982, has been under a mandate from National Distillers to implement a more "firebrand" style of marketing to halt its dwindling market share. That share has slipped from 9.4% of the California wine market in 1980 to about 7.5% in 1983, according to *Impact*.

Effect of Taylor cited

Industry analysts date the beginning of Almaden's decline to Coca-Cola Co.'s dramatic launch of Taylor California Cellars in 1978. Coca-Cola launched a comparative ad campaign in which paid experts judged Taylor California superior to various California wines, including Almaden, Inglenook and Sebastiani.

At the same time, the Atlanta company won a suit against the federal Bureau of Alcohol, Tobacco & Firearms over BATF rules barring taste tests in wine advertising.

Taylor California subsequently siphoned share from several top California wineries, but Almaden probably took 50% of the beating, according to one industry estimate. The winery waited until last fall to fight back with its own comparative ad campaign, which insiders called "too little, too late."

Now, under new leadership and a new agency, EBDO/West, which succeeded Dancer Fitzgerald Sample late last year (AA, Nov. 21), Almaden is trying to make a comeback with Golden Chablis. It is being supported by a $6 million ad campaign, the largest ad spending the 132-year-old winery has thrown behind a single brand, a spokeswoman said.

Network tv and radio spots, using the theme "If you've got a taste for white, Almaden's got the taste for you," will break March 19.

Almaden is dropping the words "Almaden Vineyards" from the Golden Chablis label in favor of the simpler "Almaden." Spots aim to make Almaden's somewhat flagging image more contemporary.

The new-product introduction and modernized packaging may put Almaden back on the right track, said industry analyst Ed Everett.

"Their lack of packaging changes over a number of years kind of left them in the dust," Mr. Everett said. "They began to be perceived as old hat. But I think they have a good shot with this product."

At ISC Wines of California, the newly formed fifth-largest U.S. winery, the emphasis appears to be on producing quality wines through "pride of ownership." The message should come through in a spot tv campaign for Colony wine breaking next week in about 25 markets (AA, Feb. 27).

Colony tale related

The spots, shot in the original Italian Swiss Colony winery in Sonoma Valley, feature a forthright, fortyish gentleman-farmer recounting the story of how the Colony people got tired of being owned by a corporation on the other side of the country, so "we at Colony scraped together everything we had to buy our winery back."

Allied Grape Growers, an agricultural cooperative and a major shareholder in the San Francisco-based ISC Wines, purchased Colony, Italian Swiss Colony, Jacques Bonet and a host of other brands from R.J. Reynolds Industries' Heublein Wines last year.

First FCB campaign

The ad campaign, part of a $5 million to $6 million annual budget, is the first from ISC's agency, Foote, Cone & Belding, San Francisco. It is also the first significant advertising for the brand since Allied Grape Growers' acquisition.

The message of the campaign is one no other winery of comparable size can use, observed ISC vp-marketing Richard Moyer.

"Most of our competitors—with one exception—don't look at the wine business for their sole source of support," he points out. "When Heublein owned us, if Kentucky Fried Chicken returned 6% and wine 4% [profit], then wine got less attention."

Aside from ISC Wines and privately owned E.&J. Gallo, the other wine concerns in the top five are owned by big corporations with other interests.

Under ISC Wines, Colony's ad support is increasing markedly. During the first nine months of 1983, when Heublein still owned Colony, the company laid out $720,000 in spot tv for the brand, compared with $5.6 million for Inglenook, which is still part of the Heublein stable.

Many analysts give ISC Wines high marks for trying something new, but question its new owners' commitment to promoting its brands.

"I think the odds are skewed against them," said one observer. "I don't think they have a good, deep well of money to spend on marketing and advertising."

While ISC brings a new look to Colony, Seagram is maintaining the hard-hitting image for Taylor California Cellars, the brand it acquired along with other Wine Spectrum brands from Coca-Cola. In tv and radio spots that broke late last month—the first under Seagram—Taylor returns to the controversial comparative campaign that introduced the brand five years ago. But although it uses the opinions of taste experts, the campaign backs away from the original ads' direct-confrontation approach.

With this campaign, Seagram is moving to beef up ad spending almost to 1982 levels, when Coke spent more than $13 million to promote the brand. The company spent about $1.9 million during the first nine months, according to Leading National Advertisers figures, but let Taylor California languish after selling it to Seagram.

Market Watch, an industry trade pubication, estimates that Taylor California depletions rose by only 5% last year over 1982, compared with 45% in 1982 over 1981.

In the new tv spots, the camera pans left to right over an array of Taylor California and competitive brands—Almaden, Inglenook and Sebastiani. Announcer Frank Langella refers to wine experts who recognized Taylor California's quality and tells consumers that "millions of people who drink Inglenook, Almaden and other California wines are drinking Taylor California Cellars. Are they better wines? Judge for yourself."

Kenyon & Eckhardt, New York, is the agency.

By purchasing the Wine Spectrum for $200 million-plus, Seagram catapulted into second place in the California wine market. The acquisition nearly doubled the company's share of the market in 1983 to 11.7%, still leagues behind Gallo's estimated 41.3% share. The purchase also raised questions about how Seagram would reposition Taylor California, a brand competitive with its own Paul Masson.

Officially Seagram has said little about its plans for Taylor California. But the Seagram source said the current campaign should squelch reports that the New York wine and spirits company plans to let the brand die and put all its efforts behind Masson.

Industry speculation that Taylor California will become Seagram's "fighting brand," while Paul Masson assumes a more upscale positioning, is essentially correct, the source said.

No Masson changes seen

Meanwhile, Seagram has no plans to alter its Masson ads. It will continue to use Sir John Gielgud's dry wit and the familiar "We will serve no wine before its time" theme in various "life-style situations." But it has added a new phrase, "taste of time," in a new print campaign for its Classic Varietal wines, scheduled to break in April (AA, Feb. 13).

A trade ad for Almaden's new Golden Chablis underscores an attempt to give the wine an upscale image.

The two remaining wineries have less ambitious plans in the works. Heublein Wines, which came to RJR as part of the $1.39 billion acquisition of Heublein Inc. in 1982, is focusing all of its attention on Inglenook and the brand's new campaign.

The theme, "The wine that celebrates you," is an evolution of its earlier "Wine that celebrates food" message, with a more emotional, personal tone. Heublein Wines, now the country's fourth-largest wine marketer, is aiming to present wine as a more social, less elitist, beverage, said director of marketing John Martini.

In 1983, Heublein's shipments declined by 20% from the previous year; part of the decline came from the brands it sold to ISC Wines.

Gallo, alone among the top five U.S. wine marketers, doesn't appear to be hatching any changes in its Ogilvy & Mather-created "All the best" theme—yet.

The Modesto-based wine giant is the least threatened by the shifts in market share and ownership that occurred last year. Its share of the California market jumped from 38.3% in 1982 to 41.3% in 1983, and it has less to worry about with Seagram, a predictable competitor, than Coca-Cola, which delighted in causing a row.

"[Owner Ernest Gallo] has so much momentum he's like a victorious army mopping up," noted one analyst. "He feels pretty sure he can handle Seagram with one hand tied behind his back. His one danger will be slipping into complacency."#

Amaretto forgoes 'love' for 'taste'

By GAY JERVEY

Amaretto di Saronno always has been known as the liqueur of love, romance and the rose.

But next month, Glenmore Distilleries will reposition its almond-flavored concoction via the most aggressive marketing program in the brand's 95-year history, featuring ads themed: "Not for love or money. Simply for taste" (AA, March 5).

Ads break in April issues of 20 consumer magazines, including *Cosmopolitan*, *Life* and *Playboy*.

Over the next three months, Louisville-based Glenmore will be spending at the rate of $7 million on an annualized basis supporting the campaign.

Running in both page and spread executions, ads jettison the product-shot approach in favor of one featuring beautiful people.

The spread shows two men and four women in formal black evening attire, standing in various postures and slants against a plain black-and-white backdrop. Each carries a cocktail—presumably Amaretto di Saronno—with one lady dangling the traditional Amaretto long-stemmed rose.

The Amaretto bottle does appear, but not as the centerpiece. It floats at an angle in the lower right-hand corner of the ad, accompanied by the gold script treatment of the words "Amaretto di Saronno" with another new tag line, "The most beautiful taste in the world."

Yet-to-be finalized ads will strike similar debonair poses, said Jim Lynch, vp-marketing director for Foreign Vintages, the Glenmore unit that distributes and markets Amaretto in the U.S.

He describes this strategy as integral to reaching the type of audience that Amaretto wants to build.

"Initially, the approach with Amaretto di Saronno was more traditional," he said. "Now we want to broaden our appeal by making the ads more trendy, more life-style-oriented, but still talking to quality and versatility in a subtle way."

Glenmore this summer also plans to run a more tactical campaign that will highlight Amaretto's versatility as a mixed drink. Libations such as Amaretto and orange juice, Amaretto and coffee, or Amaretto and club soda will be promoted individually in a series to run in consumer magazines.

In addition to outdoor ads and point-of-sale material, Glenmore and Bloom Agency, whose New York office created the campaign, are planning a promotion geared to the up-and-coming or affluent.

Glenmore and Bloom clearly hope to enliven the brand's image —and thereby sales—by infusing some sophistication into Amaretto's sweet taste and look. One of the hottest brands in the mid-1970s, it has suffered in recent years at the hands of other relatively new liqueurs, particularly Baileys Irish Cream.

As such, Amaretto's compounded annual growth rate, which peaked between 1975 and 1982 at 20.8%, has been flat for almost three years, according to *Market Watch*, published by M. Shanken Communications, New York. That publication also notes that Amaretto di Saronno annual sales have lingered at 675,000 case depletions since 1981.#

JAMES W. PARTNER

WESTFIELD, N.J.—James W. Partner, 64, senior vp-corporate development, Selling Areas-Marketing Inc., the marketing research subsidiary of Time Inc., New York, died here Feb. 29 after an extended battle with cancer.

Mr. Partner, a native of Spokane, received his MBA degree from the University of Washington at Seattle in 1943 and then taught statistics and marketing at the University of Washington, Northwestern University and Cornell University before joining Dun & Bradstreet, in 1952.

Subsequently, he held posts at Audits & Surveys and Marketing Research Corp. of America before joining SAMI as a vp in 1970. Since 1973, he has also served as an associate professor in the graduate school of business, Pace College.

Prominent because of numerous presentations to marketing research and grocery trade groups, Mr. Partner was well recognized as an authority on the measurement of product movement through retail grocery outlets.

MAX BROWN

POMPANO BEACH, FLA.—Max Brown, a longtime figure in marketing and publishing, died here Feb. 14 at age 77.

After serving as exec vp of Fels & Co., the detergent and soap manufacturer, Mr. Brown joined Hearst Magazines' *Good Housekeeping* in 1965, as director of industrial relations. He held a variety of posts at the monthly, retiring in 1975 as vp-associate publisher.#

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Reaching Hispanic America

How the media serve a burgeoning market —A Magazine special report

Hardee's jumping into fray

No. 4 hamburger chain is planning its first foray into network tv advertising this summer, and that indicates its transition from the regional to national scene is near. It will stress menu items the "Big 3" chains can't match. — Page 1.

GOP hits Hart

The Republican party breaks tv commercials today attacking candidate Sen. Gary Hart's "new ideas" theme. — Page 1.

'News' awaits Hoge moves

James Hoge is not saying what changes he'll bring to the *New York Daily News*. But some speculation says the newly appointed publisher may create a design that would bring a new "tone" to the resurgent Tribune Co. newspaper. — Page 2.

Georgia brand hot in Japan

Coca-Cola's Georgia coffee-flavored soft drink is giving a much-needed lift to the market in Japan. — International section.

Avon Products, long a merchandise direct selling leader, is now moving to meet fundamental changes in its traditional market. —Page M-4

NEWSPAPER

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GOP ads aim at Hart's 'new ideas'

Mondale, Hart at O.K. Corral

'84 Marketing the Candidates

By SCOTT HUME

CHICAGO—Sen. Gary Hart, riding on the momentum of mounting campaign financing, will have spent more in tomorrow's Illinois primary than in any of the elections held on the ballyhooed Super Tuesday.

According to Eleanor Tillinghast, a Hart media aide, the Democratic senator is spending $340,000 on tv and radio in Illinois. That compares with $310,000 spent on media in Florida, $144,000 in Georgia, $69,000 in Alabama and $164,000 in Massachusetts, all of which had Democratic presidential primaries on March 13.

It's only fitting that Mr. Hart's campaign is spending so heavily in Illinois. Former Vice-President Walter Mondale last week called tomorrow's Illinois presidential primary the "shootout at the O.K. Corral" and, as he and Mr. Hart rolled their increasingly combative campaigns into this midwestern state, the firearms analogy appeared apt.

Both Democratic candidates arrived in Illinois with their media guns loaded and aimed at each other.

Mr. Hart's advertising continued to portray the election as a choice between "old ideas that have failed and a new generation of ideas." Mr. Mondale's worked hard to position him as experienced while decrying the "fuzziness" of Mr. Hart's positions.

Mr. Mondale's staff last week was mum on how much media weight they expected to put behind their candidate's charge. But political analysts suggested Illinois represents too crucial a test for the Mondale campaign for it not to pull out the stops and probably exceed Mr. Hart's spending total.

With Sen. John Glenn's withdrawal, the Democratic media shootout was reduced to a duel, al-

(Continued on Page 82)

By RICHARD L. GORDON

WASHINGTON—Republicans, unwilling to let Democrats have the political stage to themselves, break tv commercials in 84 markets today, challenging the "new ideas" theme song played by Democrat Gary Hart.

In this first campaign round for 1984, the Republican National Committee is using three 30-second spots and is spending $1.2 million over a 10-day period.

All three spots dismiss Democratic "new ideas" talk as little more than "the empty promises of the past" and end with the tag line: "The Republicans. The Future."

Anti-Hart themes are strongest in a GOP spot dubbed "Diet." In it, a young woman on a bicycle compares Democratic "new idea" talk to the "all new wonder diet" that doesn't require exercise or watching what you eat.

"And if you believe that," she says, "you'll believe that the 'all new' Democrat ideas and leadership are new. They're the same old empty promises."

Although the "new ideas" theme is the centerpiece of Mr. Hart's surging campaign, the GOP hasn't written off the possibility that it might have to deal with Walter Mondale.

The former Minnesota senator, who has encountered roadblock after roadblock in his campaign, gets a once-over in two other GOP spots. In them, a factory worker and a young woman dressed as a college graduate talk about how times have improved since the 1980 election. "People in Washington overpromised," they complain, and the commercial dissolves to a picture of President Jimmy Carter and Vice-President Mondale.

Hal Larsen Etc., San Francisco, is the Republican National Committee agency. SFM Media Services handled the buy.#

Canada Dry puts RJR in soft drinks

By JENNIFER PENDLETON

Del Monte Corp.'s proposed acquisition of Canada Dry will put the San Francisco-based subsidiary of R.J. Reynolds Industries into the multi-billion carbonated soft-drink industry for the first time. And it may put another ad agency in the business as well.

The agreement in principle, under which Del Monte will buy the New York-based soft-drink company from Dr Pepper Co., Dallas, will be completed in a month, pending approval. Terms of the

(Continued on Page 8)

last minute news

Beatrice, Esmark officials hold discussions

CHICAGO—High-level officials of Beatrice Foods and Esmark met last week to discuss a merger of the two companies, according to *Crain's Chicago Business*. While the companies refused to comment, sources say the meeting was held March 14 to discuss "a possible combination of the two." No further details could be learned. A Beatrice-Esmark merger would form a company with estimated combined 1984 revenues of more than $16 billion. The merger rumor has been heard frequently since a securities analyst meeting in Florida (AA, Feb. 27).

Johnson taking sugar-free Fiberall national

RACINE, WIS.—Rydelle Laboratories is rolling sugar-free Fiberall bulk laxative national with advertising and promotion designed to spur quick awareness and trial. Fiberall has been in test, via FCB, in the West (AA, Feb. 13), where Metamucil recently introduced its sugar-free variety.

NBC ousts Mulholland; reorganization expected

NEW YORK—Robert E. Mulholland, president-chief operating officer of NBC since 1981, was forced to resign March 16 after 23 years with the

(Continued on Page 8)

Warner Amex unit mulls public offer

By SUSAN SPILLMAN

NEW YORK—Executives at Warner Amex Satellite Entertainment Co. are eyeing the possibility of taking their popular but not-yet-profitable MTV: Music Television public.

MTV's parent is a unit of Warner Amex Cable Communications, which is owned jointly by Warner Communications and American Express. At press time, WASEC president Jack Schneider could not be reached for comment, and spokespersons at both Warner Communications and AmEx refused to discuss the matter.

But other sources close to the company confirmed that WASEC is exploring the option of going public, although no prospectus has been filed with the Securities & Exchange Commission.

Such a move would supply troubled Warner Communications with a much-needed infusion of cash. Late last week, Warner reportedly agreed to buy back its stock held by Rupert Murdoch for an estimated $180 million, ending a takeover threat.

For American Express, it would enable at least a partial escape from the cable tv industry—a business American Express is said to have lost patience with several

(Continued on Page 88)

Hardee's jumps into net tv fray

By SCOTT HUME

Hardee's Food Systems is undertaking major shifts in its marketing strategies that should speed its transition from a regional to a national fast-food power.

The keystone to that transition will be Hardee's first foray into network tv advertising. Company officials say only that it is planned for "this summer," but sources indicate Hardee's and agency Benton & Bowles, New York, are finishing a new network campaign that will debut during the week of Memorial Day.

Executives of the 2,000-unit chain, headquartered in Rocky Mount, N.C., are tight-lipped about the campaign's content, but Hardee's already is making some moves in anticipation of going head-to-head with the "Big 3" national burger chains, McDonald's, Burger King and Wendy's.

One strength that new advertising is expected to hit hard is menu variety. Earlier this month Hardee's added a Turkey Club sandwich to a menu that already included roast beef, ham and cheese, chicken and fish offerings in addition to a variety of hamburgers (including three different ¼-lb. choices) and a separate, biscuit-based breakfast menu.

That's a lineup none of the other burger chains can match.

In the South, Hardee's strongest market, its made-from-scratch bis-

(Continued on Page 78)

Fast-food chains' tv spending

McDonald's in 1983 remained the largest restaurant-chain tv advertiser, outspending the next three closest advertisers combined, even though it increased expenditures less than did chief rivals Burger King and Wendy's. Significantly, McDonald's was the only major chain to increase network spending (up 35%) more than local spending (up 13%). BK upped its spot buying 63% over 1982, while Wendy's local tv expenditures increased 74%. *Source: Television Bureau of Advertising from Broadcast Advertisers Reports data.*

	1982 ($ thousands)			1983 ($ thousands)			Per cent change
Rank/Chain	Network	Local	Total	Network	Local	Total	'82-'83
1. McDonald's	59,875.9	92,759.6	152,635.5	80,930.9	105,024.4	185,956.4	+22
2. Burger King	35,400.4	28,758.7	64,159.1	35,642.1	46,823.4	82,465.5	+29
3. Kentucky Fried Chicken	27,184.3	14,845.4	42,029.7	30,576.7	19,250.8	49,827.5	+19
4. Wendy's	13,817.3	17,790.2	31,607.5	18,683.4	31,029.9	49,713.3	+57
5. Pizza Hut	13,282.5	22,402.7	35,685.2	17,006.8	30,152.3	47,159.1	+32
6. Red Lobster Inns	—	25,866.4	25,866.4	7,674.0	21,086.5	28,760.5	+11
7. Taco Bell	—	11,473.8	11,473.8	—	18,559.8	18,559.8	+62
8. Long John Silver's	—	20,159.0	20,159.0	—	17,644.4	17,644.4	−12
9. Hardee's	—	10,794.6	10,794.6	—	17,582.5	17,582.5	+63
10. Denny's	12,426.5	4,470.4	16,896.9	12,165.8	4,466.9	16,632.7	− 2
11. Jack in the Box	—	8,795.7	8,795.7	204.1	14,838.0	15,042.1	+71
12. Arby's	4,801.9	7,398.4	12,200.3	6,270.4	7,652.1	13,922.5	+14
13. Dairy Queen	—	8,744.1	8,744.1	—	10,625.7	10,625.7	+22
14. Sizzler	—	8,644.7	8,644.7	—	8,846.2	8,846.2	+ 2
15. Godfather's Pizza	—	5,855.3	5,855.3	—	8,103.1	8,103.1	+38
Total	170,104.1	405,908.5	576,012.6	213,388.5	498,133.1	711,521.6	+24

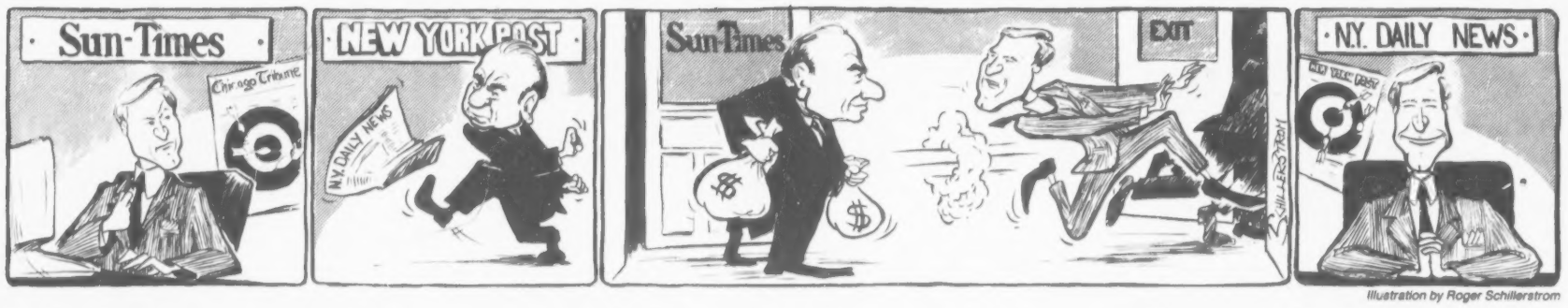

Illustration by Roger Schillerstrom

Hoge seen setting new tone for 'News'

By STUART J. ELLIOTT and ROBERT REED

NEW YORK—James Hoge's expertise in running a big-city daily is what persuaded Tribune Co. to hire him last week to run its *New York Daily News*.

What he does once he gets there April 23 is a subject he isn't discussing much now.

That hasn't stopped many in the industry, however, from speculating whether the former *Chicago Sun-Times* publisher will attempt to make the *Daily News* more upscale and give it a new "tone."

Mr. Hoge, who went head-to-head for a quarter-century against his new parent company's *Chicago Tribune*, both at the *Sun-Times* and the *Chicago Daily News*, was appointed last week as publisher and chairman-chief executive officer of New York News Inc.

Two months ago, he quit as publisher of the *Sun-Times* after his group of investors was outbid by Rupert Murdoch, who owns the *New York Post*, in its attempt to purchase the paper from Field Enterprises.

"I love competitive journalism," Mr. Hoge, 48, said on a one-day visit here March 14, during which his appointment was announced. "I think it's the most fun. The *Daily News* is in the most media-rich environment in the country, and we have to keep a very broad view of who and what it's competing against to have the right strategy and execution."

Along with Mr. Hoge's appointment, Tribune Co. named Arthur Wible Jr. president-chief operating officer of New York News Inc. He had been exec vp-director of sales. There were indications from company insiders that more major personnel changes would be announced soon.

Messrs. Wible and Hoge are succeeding Robert Hunt, who was publisher and president-ceo of New York News Inc. Mr. Hunt, who came to New York in 1979 from Chicago, returns there to become president-ceo

(Continued on Page 86)

Norwich ads break, new product tests

P&G's sights on analgesics

By NANCY GIGES

Procter & Gamble has set its sights on becoming a major factor in the $1.2 billion analgesic category.

The Cincinnati company has broken its first national advertising campaign for Norwich aspirin, a heretofore unadvertised brand picked up when P&G acquired Norwich-Eaton Pharmaceuticals, and has started test-marketing new Encaprin aspirin capsules, directed at arthritics.

In targeting this category as a corporate growth opportunity, P&G goes up against Sterling Drug, Bristol-Myers, American Home Products and Johnson & Johnson, all well-entrenched and experienced marketers of analgesics.

P&G is testing Encaprin in Tucson, backed by tv spots. The company describes the product as a "capsule that contains hundreds of individually coated micrograins of aspirin."

The product is formulated to pass through the stomach before dissolving, which helps to relieve some of the digestive discomfort and side effects often suffered by arthritics who must take large doses of aspirin for relief.

Encaprin comes in regular (325mgs) and extra-strength (500mgs) formulations and in bottle sizes ranging from 50 to 200 capsules.

In tv commercials created by Dancer Fitzgerald Sample, an announcer says, "If you have arthritis pain, here's some good news." Showing the package, he says, "It's a better way to treat arthritis than plain aspirin." Viewers then are shown "hundreds of coated aspirin micrograins" that bring "unsurpassed relief to painful stiffness." It closes: "It's better. . .safer for your stomach than ordinary aspirin."

P&G said the product is being marketed by the company's health and personal-care division in Cincinnati, although it carries the Norwich-Eaton name on the package and is manufactured at Norwich facilities.

P&G acquired Norwich-Eaton in 1982 and has reviewed every drug

(Continued on Page 86)

Continental testing victim coverage plans

By ROBERT RAISSMAN

Continental Insurance is testing victim-assistance insurance plans designed to aid families of missing children, crime victims and victims of fraud.

Arthur Domingo, a Continental spokesman, said the policies are new to the insurance industry. "They are totally unique. . .Nobody has had experience insuring crime victims," he said.

The plans are being tested in California, Colorado, Minnesota, Kentucky, Wisconsin and Indiana. Tv and print ads by Dancer Fitzgerald Sample are being used in each market.

Kurt Graetzer, account supervisor, DFS, said that since the concept was so revolutionary and sensitive, it presented the agency with an unusual creative task. The agency took a positive direction, Mr. Graetzer said, giving a human portrayal of the benefits the insurance offers. The spots avoid scare tactics, he said.

"It's not creative meant to hype people's fear of things they already

(Continued on Page 86)

highlights

Monday, March 19, 1984

Clorox Co. is making a second run at the the $260 million catbox filler market, planning a major push for the national introduction of Fresh Step odor-controlling cat litter. *See Page 6.*

Sun Newspapers' new combined Saturday edition, the *Saturday Sun*, is set to debut March 24 with three of four sections devoted to leisure-time interests. *See Page 10.*

American Honda Motors said a second agency will join Needham, Harper & Steers/USA on its roster, to handle a new line of higher-price, luxury sporty cars. *See Page 12.*

Ford Motor Co.'s new advertising for its line of cars is targeted at the "yump"—the young, upwardly mobile professional. *See Page 31.*

The advertising industry outside the U.S. increasingly is being attacked by anti-free market, anti-U.S. government groups. *See Page 70.*

Tom Selleck cover stories stir a tiff between *Ladies' Home Journal* and *McCall's*. *See Page 79.*

CORPORATE CLOSEUP

Michael V. Katz believes the Sunnyvale, Cal.-based Epyx computer software company he heads is well equipped to handle change in the fast-growing industry because it considers the consumer first. *See Page 4.*

INTERNATIONAL

Coca-Cola Japan officials are hoping to assume market leadership this year in a product category unique to Japan: Coffee-flavored soft drinks. *See Page 48.*

Acapulco Joe S.A., a Mexican sportswear marketer, plans a dramatic expansion of U.S. outlets over the next few years, and the marketer initially will not use any advertising. *See Page 48.*

Campaign Life, a leading Canadian anti-abortion group, is stepping up its campaign for an ad boycott of *Homemaker's* because of the magazine's stand on abortion. *See Page 50.*

VIDEOTECH

Fifty-seven per cent of the combined networks' returning series this season have maintained or improved their ratings over last year. *See Page 58.*

CBS is relying on support from one national advertiser, General Motors, to back its biggest gamble of 1984, the $14 million "George Washington" miniseries. *See Page 60.*

MAGAZINE

The "new" Avon Products hopes to recover from its earnings slide with acquisitions, its time-proven network of direct salespeople and new fragrances from well-known French designer Louis Feraud. *See Page M-4.*

Marketing to Hispanics: A careful combination of media, with insight to an often ill-defined audience, can be used to reach this growing market—one that is ripe for sales messages. *See Page M-9.*

Adman Hank Seiden reminisces about the late Rosser Reeves, former chairman of Ted Bates & Co., proponent of the hard sell and creator of the agency's Unique Selling Proposition—who, he says, had the most influence on his own philosophy of advertising. *See Page M-44.*

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Stroh's targeting Hispanics

By BOB MARICH

LOS ANGELES—The West Coast introduction of the Stroh's and Stroh Light beers not only signals the near completion of national distribution for the brand but the first major effort to court the Hispanic market.

Stroh Brewery Co. shortly will announce that Bermudez & Associates, Beverly Hills, has been hired to handle the company's advertising to the Hispanic market.

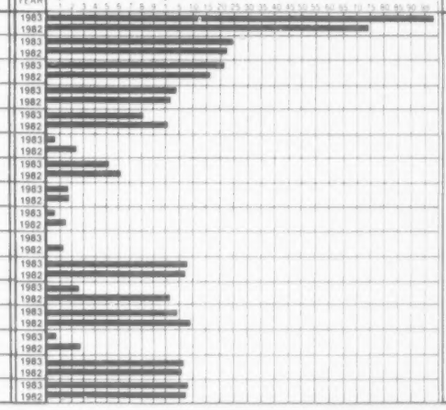
The nation's third-largest brewer also appointed Hector Elizalde as national manager of Hispanic market development. That development was announced at a Beverly Hills luncheon kicking off the California introduction of the two Stroh brands. He had held a similar post at Anheuser-Busch.

Acceptance by Hispanic consumers is key to the Detroit-based brewer's expansion moves into Hispanic-market strongholds in the West and Southwest. It intends to be national with both brands in June, according to the company.

"In addition to our general market media, we will also be heavily involved in both black and the ethnic market in radio, outdoor and newspaper," John H. Bissell,

(Continued on Page 86)

FLASH REPORT: Newspaper advertising investment for December



December 1983 CATEGORIES	YEAR	1983	1982	ACTUAL $ G OR L	% G OR L
Department stores	1983	$97,933,744	$74,465,865	+23,467,879	+31.5
	1982				
Food stores	1983	24,718,716	22,181,862	+2,536,854	+11.4
	1982				
Radio, tv, phonographs, records	1983	21,853,135	16,071,285	+5,781,850	+36.0
	1982				
Alcoholic beverages	1983	4,414,580	3,341,554	+1,073,026	+32.1
	1982				
Cameras, photo supplies & services	1983	804,182	1,070,838	-266,656	-24.9
	1982				
Beverages: coffee and tea	1983	52,714	247,391	-194,677	-78.7
	1982				
Beverages: soft drinks, diet/non diet	1983	500,535	639,891	-139,356	-21.8
	1982				
Soaps, cleansers & polishes	1983	182,974	187,770	-4,796	-2.6
	1982				
Cold, cough & sinus remedies	1983	45,039	145,122	-100,083	-69.0
	1982				
Headache remedies & sedatives	1983	0	117,405	-117,405	-100.0
	1982				
Publishing & media	1983	7,685,048	6,564,369	+1,120,679	+17.1
	1982				
Sporting & Leisure time equipment	1983	248,529	2,255,570	-2,007,041	-89.0
	1982				
Cigarettes	1983	4,761,836	9,308,156	-4,546,320	-48.8
	1982				
Cosmetics, makeup & manicure products	1983	66,867	270,044	-203,177	-75.2
	1982				
Airlines	1983	6,207,880	5,510,295	+697,585	+12.7
	1982				
Passenger cars-new	1983	7,703,797	6,877,436	+826,361	+12.0
	1982				

This Flash Report of newspaper advertiser investment, compiled for Advertising Age by Media Records, is derived from tabulations that cover 33 dailies and 25 Sunday editions in 14 cities: Atlanta, Baltimore, Boston, Chicago, Cleveland, Dallas, Denver, Los Angeles, Miami, New York, Philadelphia, Pittsburgh, San Francisco and Washington.#

Source: Media Records Inc.

Radio-tv group leads ad gains

New York—Advertising spending in newspapers in December rose in seven measured categories and fell in nine, according to a Media Records survey for Advertising Age.

The largest percentage increase came in the category of radio-tv-phonographs-records, up 36% to $21,853,135, followed by alcoholic beverages, up 32.1% to $4,414,580, and department stores, up 31.5% to $97,933,744.

The largest percentage decrease was to be found in the category of headache remedies and sedatives, down 100% to 0, followed by sporting and leisure-time equipment, down 89% to $248,529, and beverages (coffee and tea), down 78.7% to $52,714.#

'Times': Newspaper or trade paper?

(Continued from Page 38)

ington, we see the consequences. Robots, marching in circles in front of the White House and Congress, brandishing their signs and chanting self-righteous slogans. A mockery of the informed citizen who has reached decisions by exposing ideas to rational discussion.

* * *

People who are intellectually isolated can mistake their assumptions as fact. Assertions repeated often enough achieve a degree of credibility. The most fundamental constitutional principles are treated casually.

As we near the 200th anniversary of our Constitution, that Constitution suddenly is perceived as needing a lot of adjustments. A Constitution written by conservative landowners that preserved freedom so well for so long does not suit the present generation of conservatives.

What the courts will not change, they are ready to rewrite. On all fronts, through their control of all branches of government, they pursue their ends.

Journalists are experiencing this firsthand. There has been a consistent series of efforts to raise walls between reporters and sources. In Grenada, the military was allowed to operate without a watchdog—something Lincoln would not allow in the most dire hour of the Republic and Eisenhower did not expect even in the crucial period before the invasion of Europe.

The ability of the watchdog to do its job is under heavy assault, and the press is not getting the support it believes it has a right to expect, partly because so many people—including people who are not conservatives—have been sold strange ideas about who we are and what we do.

Is there an "ever-leftward drift" in the press, as Mr. Whelan believes? When a reporter asked executives of the *Washington Times* why they don't offer balanced oped pages like other newspapers, he was told: The more literate liberal columnists had already been snatched up.

Leftward drift, but shortage of available liberal columnists?

Is it the reporters and editors who are poisoning the news? Consider this account of events in Iowa. Walter Mondale, the candidate endorsed by the AFL-CIO, had ignored Gary Hart's challenge that he explain where he differs from organized labor. Mary McGrory describes the consequences:

"The question came up at every stop he made in Iowa. He was not in the habit of talking about his differences with his friends, he said stubbornly. But the press would not quit and, making his rounds, Mondale was like a mailman trying to shake off a terrier with a grip on his ankle.

"An exasperated political counselor riding in a press van asked a reporter when it would stop. It wouldn't, he was told."

Eric Sevareid, formerly of CBS News, sees complaints about the press as a two-way street. "You, the public, feel the press is full of biased and inaccurate writing and speaking. . .But what you don't seem to realize is that there is also a lot of inaccurate and biased listening and reading."

I don't believe this plea for public support for the press is self-serving. We journalists will fill our papers and sell just as many. You simply won't get the information that helps you know how power and money are used and what really goes on in Washington, Beirut and El Salvador.#

Postum marks 90th year

White Plains, N.Y.—General Foods' Postum, a grain-based beverage that is served hot, is celebrating its 90th anniversary this year.

Robert Sansone, vp-general manager, beverage division, said it is still selling reasonably well and continues to be profitable. But he also believes that in today's marketplace, where there are more older people (the brand is skewed to the older consumer) and a demand for all-natural products, Postum may provide opportunities not yet realized.

The company has begun advertising the beverage mix in publications directed at older people, a program that could be expanded into other media.#

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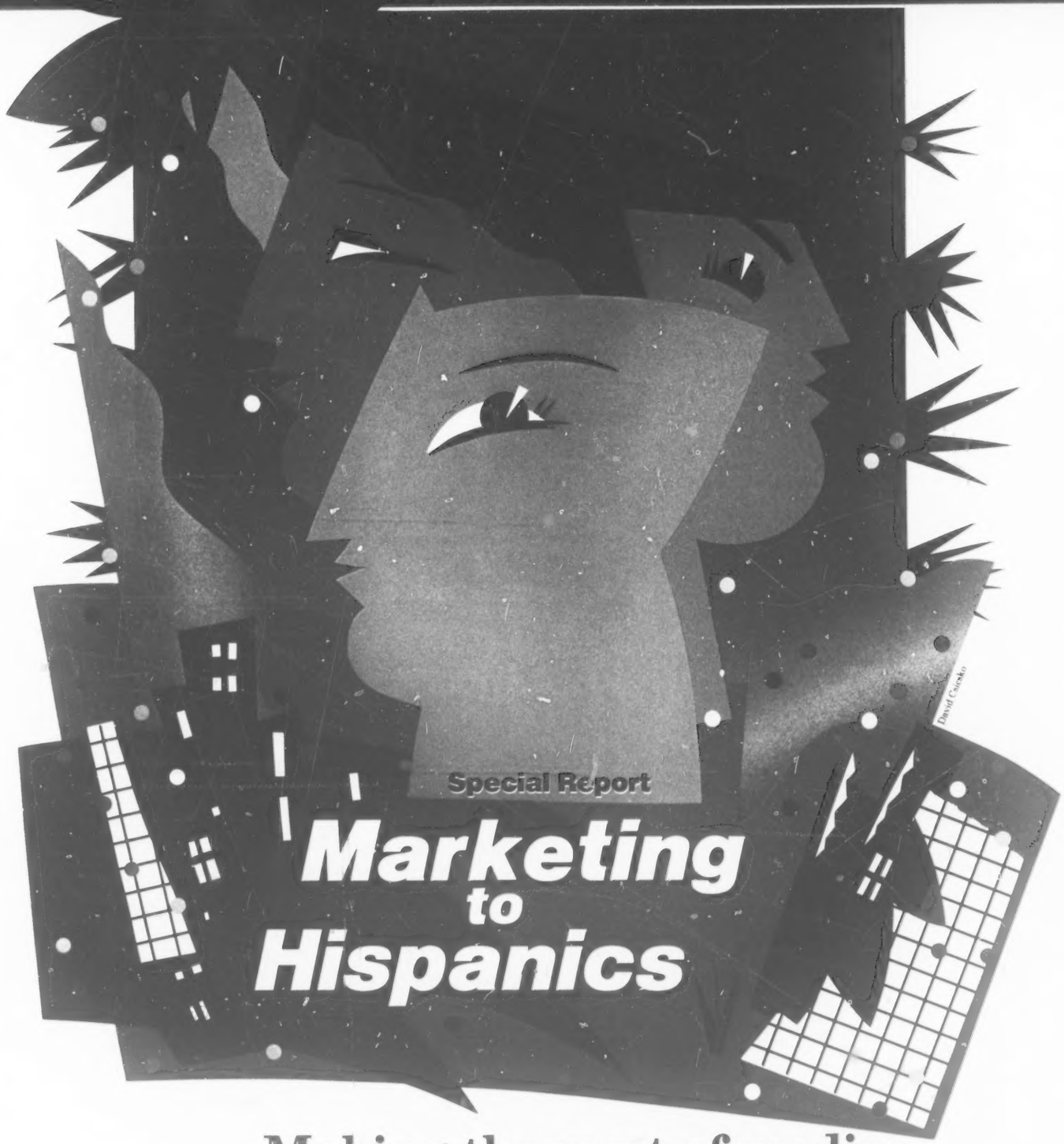

Special Report

Marketing to Hispanics

Making the most of media

By Craig Endicott

San Antonio is a market that is 52% Hispanic, a powerful political bloc that elected the city's first Hispanic mayor, Henry Cisneros, in 1982. They are people in the know. Yet, San Antonio cannot support a Spanish-language newspaper. But no one can accuse San Antonians of not trying.

Virtually every year someone announces plans for a Spanish-language newspaper, citing: "Look at all these Hispanics! What an untapped market!"

As if on cue, such plans dry up as quickly as a playa lake in mid-summer on the arid Texas plain.

This was not the case in the earlier part of the century when the local newspaper *La Prensa* addressed the city's Hispanics in their native tongue. What has happened to change things?

San Antonio inherited many Hispanics fleeing political unrest in Mexico at the turn of the century. They had enough formal education to read and write in Spanish. Today, their children are among the city's 17.7% Hispanics who are English-only speakers and 54.3% who are bilingual. Most likely they are not among the 28% who speak Spanish only and who largely can't read or write in their native tongue.

What is being naively said about newspaper potential in San Antonio is being said by media entrepreneurs about new ventures planned for other large Hispanic centers of the nation. They see dollar signs in tapping the estimated 20 million Hispanics with an aggregate family income of $70 billion, and the promise of even larger profits as the Hispanic population supplants blacks as America's largest minority group within 20 years. But implicit in the San Antonio experience is the fact that there is not necessarily strength in numbers; that to succeed, those seeking to tap into Spanish-language media will have to get a better fix on the nuances that drive the major subgroups within the Hispanic

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